




King County Information Technology Governance Policies & Standards

Policy Title World Wide Web Publishing Technology Standard	Document Code No.
Chief Information Officer Approval 	Effective Date. November 24, 2004

1.0 PURPOSE:

To establish standards to ensure that King County has a consistent approach for all of its on-line communication, whether for the public or employees. Users who access these sites not only access individual agencies' sites - they tap into the complete, integrated resources of the County's presence on the Web.

2.0 APPLICABILITY:

Applicable to King County Government.

3.0 REFERENCES:

- 3.1 World Wide Web Publishing Policy
- 3.2 Internet and World Wide Web Usage Policy
- 3.3 ITS: Design Requirements & Recommendations
- 3.4 Americans with Disabilities Act

4.0 DEFINITIONS:

- 4.1 **Internet:** a global set of interconnected smaller networks that transfer data between computer applications.
- 4.2 **Intranet:** an interconnected network that is separated from the Internet by a firewall generally internal to an organization.
- 4.3 **World Wide Web:** a world wide set of documents, software, and the rules to connect them across the Internet and Intranet; often abbreviated as WWW.
- 4.4 **Download:** to copy and retain computer files.
- 4.5 **Web Server:** a computer that is at least partially dedicated to processing WWW requests; a server that has an Internet application that services protocol requests.
- 4.6 **META data:** descriptive phrases about WWW sites that are used by WWW search programs when providing search functionality

5.0 STANDARDS:

- 5.1 Each County agency will determine who will review and approve content and site design for that agency's World Wide Web site.

- 5.2 Before publishing a new World Wide Web site on the Internet or Intranet, the site must be tested in a test environment.
- 5.3 All County Web sites will include the following:
 - 5.3.1 Contact information must be posted for users to ask questions about the content of the agency's pages;
 - 5.3.2 The agency's location, phone, fax, and TTY numbers, and hours of business (parking information, directions, accessibility information can also be useful);
 - 5.3.3 A set of standard graphic elements (provided on the template) with the King County logo and Navigation Bar.
 - 5.3.4 Descriptive META data so the site is indexed by search engines correctly.
 - 5.3.5 King County Privacy Notice
- 5.4 Each agency must develop a protocol for quick response to questions or comments about its World Wide Web site.
- 5.5 Check any files made available for download for viruses before putting them out on the World Wide Web.
- 5.6 All County web sites must comply with the requirements of the Americans with Disabilities Act.
- 6.0 RESPONSIBILITIES:
 - 6.1 None.
- 7.0 STANDARD GUIDELINES:
 - 7.1 County World Wide Web sites should publish content that will be useful to the intended audience. To define the target audience, try asking the following questions:
 - 7.1.1 What information does the target audience want to receive?
 - 7.1.2 What information will answer questions or make doing business with the agency easier?
 - 7.1.3 Is the content in language a user who is unfamiliar with the agency can understand?
 - 7.1.4 Is the content directly related to the agency's programs and services?
 - 7.1.5 Has a commitment been made to refresh the site's content on a regular basis to keep users coming back?
 - 7.1.6 Does the site include links to other King County or government agencies with complementary information?
 - 7.2 Additional Guidelines can be found on the Design Requirements & Recommendations page of the ITS web site.